

The

National

Falcon

AUGUST 2019

News

THE MONTHLY MAGAZINE OF THE FALCON CLUB OF AMERICA



1962 Falcon Station Wagon
Ronald Lofgren
Brooklyn Park, Minnesota

ON THE COVER

**1962 Ford Falcon two-door Station Wagon
owned and currently for sale by Ronald
Lofgren of Brooklyn Park, Minnesota
(FCA #16705)**

This rare classic 1962 Ford Falcon two-door station wagon street rod is for sale. If someone is fortunate enough to purchase this beauty, they will find it is rust-free and has new paint throughout. Under the hood is a V8.

If you are interested, see the listing in the classified advertising in this magazine on page 14.

PASSWORD

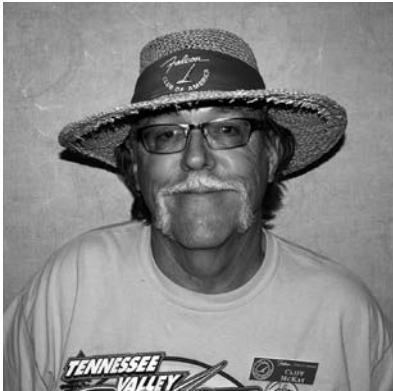
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FCA1979!

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PRESIDENT'S MESSAGE



Cliff McKay
FCA President

I would like to thank and congratulate the Mile Hi Chapter for hosting the 40th National Meet of our Falcon Club of America in the very interesting and scenic Winter Park, Colorado. This heartfelt “Thank You” goes out to all their team members and all the volunteers who helped produce the event in the beautiful Rocky Mountains. Many of our other chapters made their donations as usual to support this great event as well.

In addition, I want to thank all of our membership for supporting our national and regional events with their attendance. I really enjoyed meeting and visiting with as many of our members as possible—both new and old. Watch for more National Meet coverage in *The National Falcon News*, particularly in December.

Next year we will be heading to Dayton, Ohio for our National Meet. Get an early start on planning ahead for making the trek. If you had to miss this year, hopefully you’ll be able to join us in western Ohio. Don’t forget it’s July in the Midwest; you’ll need your sun gear and some kinds of shade!

Summer is by far the best time of the year for you in our local chapters to actively be on the lookout for new Falcons and prospective new members. Be sure to invite those folks you meet to join in your local events. Our great Ford Falcon cars, Rancheros, and vans, along with our amazing fellowship can be a great recruiting tools. Include prospects in your “car talk” or when just sitting or standing around in conversation. Include your kids, grandkids or even the neighbor’s kids when attending local car shows as it helps encourage future interest in our collectible Falcons.

“Next year we will be heading to Dayton, Ohio for our National Meet. Get an early start on planning ahead for making the trek. If you had to miss this year, hopefully you’ll be able to join us in western Ohio.”

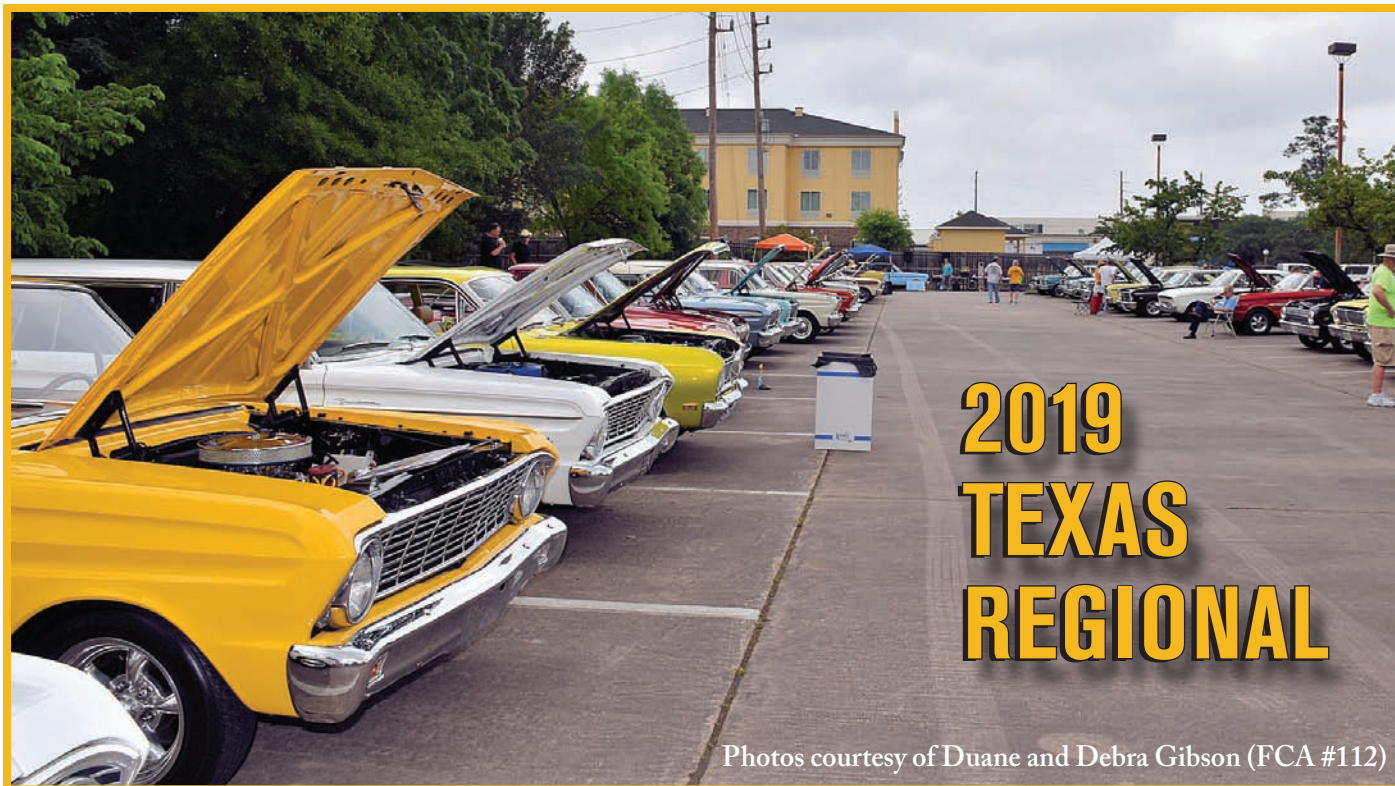
FCA continues to encourage our membership to assist others who are interested in restoring or acquiring any type of Falcon vehicle of their own. It never hurts to spread the word on our great club and the incredible resources that are available to new members. If you have a Falcon and you need some assistance, don’t be hesitant to ask!

Our FCA website continues to be updated. It is really easy to join or renew your membership through the web as many like to do it by using PayPal. The site has been updated already for you to register for next years 41st FCA National Meet and to use PayPal if you wish for payment.

Don’t forget to make plans to attend one or all of the Regional Meets scheduled for this coming late summer and fall: August 16-17 in Warwick Rhode Island; September 6-7 in Emmitsburg, Maryland; October 4-5 in Townsend, Tennessee; October 19 in Santa Cruz, California. Other Mini-Meets are in the works and more Regionals are being planned for 2020. Sorry if I missed any others.

Take care of one another and remember that each day is indeed a gift to be enjoyed and shared with others! May God Bless! Hope Summer 2019 has been fun for you and enjoyable for your entire family. Enjoy taking those birds out flyin’ safely down America’s highways every chance you get. Myself, I can hardly wait for Fall 2019 and those upcoming great car shows.

—Cliff McKay (FCA #7987)
Peck, Kansas



2019 TEXAS REGIONAL

Photos courtesy of Duane and Debra Gibson (FCA #112)

The Third Coast Chapter hosted the 2019 Texas Regional April 5th and 6th at the Holiday Inn Express in Tomball, Texas, just northwest of Houston. This was the first Regional hosted by Third Coast Chapter and by all accounts it was a big success. Registrants began arriving on Thursday afternoon. Those that wanted to attend the welcome reception at the Harris County Smokehouse could drive or catch the hotel shuttle for some good Texas BBQ and all the fixings. More than 30 attended and enjoyed catching up with their Falcon friends.

On Friday there was a Ladies Luncheon at the Whistle Stop Tea Room in old Downtown Tomball. Most of the 25 attending caught the hotel shuttle for lunch and a little shopping spree. Another group of about 20 cruised to the Fire Ant Brewery, also downtown, for lunch and a tour. There were three tech sessions held in the parking lot after lunch and the ladies could be heard having lots of fun in the hotel lobby as they participated in several games. That evening there was a pizza party in the parking lot followed by an ice cream social. A drive-in movie screen was set up behind the hotel and we enjoyed a couple of specials on the Ford Falcon, including Jay Leno's 63½ Falcon Sprint, followed by American Graffiti. The night was comfortable and we had lots of fun. Thanks to Noah and Zack for handing out hot popcorn during the movie! In spite of the weather forecast the first two days were rain free and pleasant.

The Hospitality Committee had plenty of cookies, candy, snacks and drinks throughout the event. They also served up a hot dog lunch on Saturday with chips and drinks. There were plenty of raffle prizes with a rebuilt C4 transmission, Ford cooler and Rotunda tach being the hot ticket items. The 50/50 jar was won by Brian Meldrum with the Third Coast Chapter who promptly donated half of his winnings to the Hobarts since they had traveled so far to attend our regional. Goody bags were handed out to all registrants and door prizes were also drawn for all registrants. Duane Gibson of the Third Coast Chapter put together a nice video featuring the Third Coast club's member cars and activities that was played outside the hospitality room. Later, it was updated to show the pictures taken during the Regional of the cars and participants.

Early Saturday morning we had a rain shower that left things a little wet during the judging. But that didn't dampen our spirits since the sun came out and all was dry by the afternoon awards presentation. Votes were tabulated and the award for Furthest Traveled was presented to Steve and Jan Hobart who traveled over 1,850 miles from California in their 1964 Ranchero. Oldest Falcon and Diamond in the Rough Awards both went to Joshua Falcon from the Bon Temps Chapter with his 1960 two-door sedan.

Continued on page 8



Congratulation to the Winners

Sherlin Lejuene	1964 Falcon Sprint
Dave Wagner	1965 Falcon convertible
Don Mosley	1965 Futura convertible
Tricia Skiles	1965 Futura convertible
Don Campbell	1962 Ranchero
Jan Guthrie	1965 Futura convertible
Bill Poole	1965 Futura station wagon
Gene Hernandez	1963 Futura convertible
Russ Welty	1965 Falcon Squire station wagon
Tammy Pope	1960 Falcon sedan
James Erickson	1964 Falcon station wagon
Ron Mixon	1965 Futura convertible
Gary Brubacker	1965 Ranchero
Nick Crumpton	1963 Falcon hardtop
Steven Hobart	1964 Ranchero
Dave Neuses	1965 Falcon hardtop
Ed Alaniz	1962 Futura sedan
Paul Dean	1964 Falcon station wagon
Chuck Beason	1965 Falcon hardtop
Wally Tirado	1964 Futura convertible
James Cole	1964 Futura convertible



Debra Gaudin and Pam Cobnen did a great job serving as "Hospitality Queens."



Don Campbell and his '62 Ranchero won Best of Show.



The crowd enjoys pizza as they await the start of the movie.



The (above) group seemed to have a good time touring the Fire Ant Brewery while the (below) ladies gathered for tea at the Whistle Stop Tea Room in old Downtown Tomball.



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mkbrachmann@comcast.net

CALENDAR OF EVENTS

UPCOMING REGIONALS

AUGUST 16–17, 2019
NORTHEAST REGIONAL
WARWICK, RHODE ISLAND

Hosted by Northeast Chapter

SEPTEMBER 6–7, 2019
MASON/DIXON GETTYSBURG REGIONAL
EMMITSBURG, MARYLAND

Hosted by Mason/Dixon Chapter

OCTOBER 4–5, 2019
SMOKEY MOUNTAIN REGIONAL
TOWNSEND, TENNESSEE

Hosted by Tennessee Valley Chapter

JULY 23–25, 2020
FCA 41ST NATIONAL MEET
DAYTON, OHIO

Register at falconclub.com

Link under Events tab

If you would like for your event to be included in our magazine's Calendar of Events and on the FCA website, please send your upcoming FCA event's date and location information to us at fca.editor@yahoo.com and admin@falconclub.com.

Falcon Mini-Meet Ridgefield, Washington

The Columbia River Falcon Chapter is hosting a Falcon Mini-Meet in Ridgefield, Washington. The mini-meet will be from 10:00 am to 3:00 pm on Saturday, August 17, 2019 at ilani Casino Resort, 1 Cowlitz Way, Ridgefield, WA (I-5 Exit #16).

No registration fees, no judging, no trophies,
just a fun day with Falcon friends.
Comets are welcome too.
Register the day of the event.

For more information, contact:
Columbia River Falcon Chapter
President Allen Shade
360-609-8927
falconcomet@cni.net

Check it out on the chapter website:
www.columbiariverfalconcomet.com



2019 TEXAS REGIONAL

—Continued from page 5



The Hale Brothers and their three Falcons

Youngest Registrant went to 21-year-old Travis Coupe from Sugar Land, Texas; Best Stock and Ladies Choice to Tammy Pope from the Heart of Texas Chapter with her 1960 two-door sedan; and Best Modified went to Don Campbell from the Bon Temps Chapter with his 1962 Ranchero. Don also won the special Best of Show Award presented by the Capital City Chapter. Trophies were given out for the Top 21 since there was a tie for 20th place.

Judging by the feedback we have received, a good time was had by all. We want to thank all those that came to Texas and supported our regional. And I want to thank all of the Third Coast members and spouses or significant others who supported this activity and helped make it a successful event! See y'all down the road!

—Todd Gaudin (FCA #12213)
Cypress, Texas

Harris County Meet and Greet



Showgoers visited with old and new friends while others looked over raffle items. Third Coast volunteers kept busy registering guests and entertaining them in the Hospitality Room.





Best Stock Award went to Tammy Pope and her 1960 Falcon sedan.

The show field was a popular place with lots of beautiful cars. The Tech Session was informative as attendees learned what's under their hoods.



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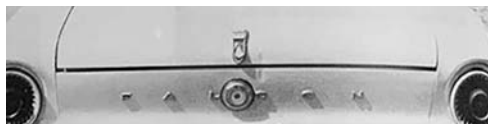
What's New in '62



The Sports Futura had bucket seats with a center console and a Thunderbird style roof. For the first time, a four-speed manual transmission was offered in the new Sports Futura. The floor mounted all-synchro gearbox was referred to as the Dagenham. It was named after the city in England where it was manufactured.



New gold ornament Futura roof pillar emblems were introduced.



In addition to the F-A-L-C-O-N on the rear of sedans, a new ornament now conceals the rear trunk keylock.



For 1962, the Falcon Squire was priced from \$2,603, a \$556 premium over the standard four-door sedan. The special Squire trim was offered for the first time on four-door wagons.



The Falcon lineup for 1962 included 13 different Falcons, four more than the previous year. Most notably, the Sports Futura Sedan was introduced in February, 1962.

Standard Equipment:

- Falcon Six Engine
- Three-Speed Manual Transmission
- Full-Flow Oil Filter
- Fully Alumimzed Muffler
- 6,000-Mile Fuel Filter
- Galvanized Main Underbody Members
- Bright-Metal Windshield. Rear Window Moldings
- Parallel Action Windshield Wipers
- Two Horns, Sun Visors, Front Arm Rests
- White Vinyl Headlining
- Foam-Cushioned Front Seat
- Wheel Turn Signals

Deluxe Trim Features:

- Choice of Eight Interior Trims
- Wall-to-Wall Carpeting
- Arm Rests, Ash Trays, Front and Rear
- Cigarette Lighter
- Deluxe White Steering Wheel with Chrome Horn Ring
- Automatic Courtesy Light
- Bright-Metal Window Frames
- Deluxe Body Trim Front Fender Ornaments

Futura Standard Equipment:

- Individually Contoured and Adjustable Front Seats
- Between-the-Seats Console
- Choice of five All-Vinyl Interiors
- Deluxe Arm Rests
- Ash Trays, Front and Rear
- Futura Bright-Metal Body Trim
- Vented Wheel Covers
- Plus Standard Equipment and Deluxe Trim Features

Station Wagon Standard Equipment:

- All-Vinyl Seat Trim with "Steerhead" Pattern Inserts
- Roll-Down Tailgate Window
- Rubber Cargo Mat
- Plus all the standard equipment listed on Sedan

Deluxe Trim Features:

- Choice of Four Interiors
- Arm Rests, Ash Trays, Front and Rear
- Cigarette Lighter
- Deluxe White Steering Wheel with Chrome Horn Ring
- Foam-Cushioned Seats, Front and Rear
- Automatic Courtesy Light
- Bright-Metal Window Frames and Trim Fender Ornaments

Squire Standard Equipment:

- Distinctive Simulated Wood Paneling Sides/Rear
- Power Tailgate Window
- Color-Keyed Wall-to-Wall Carpeting
- Plus Falcon Wagon Deluxe Trim

Options:

170 Special Six	\$37.40
Pushbutton Radio	\$58.50
Power Tailgate Window	\$29.75
Fordomatic Transmission	\$163.10
PolarAire Conditioner	\$270.90
Luggage Rack	\$39.00

Models Available:

- Sedan
- Futura
- Station Wagon
- Sedan Delivery
- Ranchero
- Econoline Van/Econoline Pickup
- Station Bus
- Club Wagon/Deluxe Club Wagon



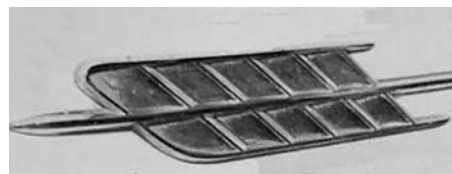
Left: Bucket seats from the Futura model. Factory air conditioning was offered for the first time on Falcons in 1962. Dealer installed AC units used for the first two years were still available. Right: FORD appears on the hood lip of all 1962–63 Falcons and on the tailgate of the Ranchero. Headlights are recessed behind metal bezel. The hood for 1962s has a wider wind split than previous models and now has a chromed intake trim.



New white knobs with chromed centers and a new black instrument cluster dial



New front fender ornament and side spear are unique to the Sports Futura model, even though they were both earlier used on the Futura two-door.





Dean Alexander's “Land of Enchantment” 1964 Falcon Futura

I purchased this 1964 Falcon Futura with a 170 straight six engine and a Dagenham transmission. I was less than happy with the abysmal performance of the six cylinder engine and transmission. Rather than do the standard 289/302/5.0 swap into the Falcon as may have done before (including me), I decided to do something different. I decided to install a Ford 2.8 V6 engine, known as the “Cologne” engine, named because it was designed and built in Germany. The Cologne was one of first mass-produced V6 engines in the world and is known to have powered many European cars before being brought to the U.S.

Several emails went back and forth with Bruce Wolfe in regards to this installation. Bruce mentioned that the club magazine might be interested in a “how-to-do-it” article for anyone interested in doing this



Above: Dean next to his '64 Futura nicknamed “Sal Mineo”

Below: His finished new Ford 2.8 V6 engine



swap. He suggested I take pictures and write a narrative and send them to the editor. I had a photographer take pictures of the key parts of the swap, the engine location, engine and transmissions mounts, the transmission tunnel, the clearance issues setbacks and the shifter location, etc.

The engine switch involved some custom crafting and modification of parts, but nothing anyone handy with tools couldn't do. Careful selection of items of the correct year engine and transmission was essential. The hard part was obtaining the correct engine setback and height, exhaust manifold clearance of the steering box, starter motor clearance of the cross member, pan clearance of the steering drag link, the front sway bar, along with how to obtain the correct shifter



location so the shifter didn't end up between the bucket seats. Also, of course, was how to get the clutch to operate.

It runs, handles and drives great, and I'd say this is a great swap for someone who wants to move up from a straight six but doesn't want to go through all the needed axle and suspension changes you have to do if you install a V8. My wife named the car "Sal Mineo." I guess its because we both remember his beach blanket movies. Brian Lorelle took some great pictures of my Falcon all finished up and running for you to enjoy.

I am now planning a second Falcon V6 swap but with a five-speed T5 transmission. The process is exactly the same with the following changes: If you're using a T5 up to 1994 you must obtain a special pilot bearing adapter and bearing from Jeff Kelly, PO Box 1450, Buckley, WA 98321 (\$100; shipping included). This makes up for the extra length of the Mustang II bell housing. If you also wish to maintain the stock shifter location, you can purchase a Ford short tail shaft from Modern Drivelines that will keep the shifter very close to the stock location.

—Dean Alexander (FCA #16550)
Placitas, New Mexico



The National Falcon News doesn't often get stories from New Mexico, the "Land of Enchantment" so it was very exciting to see this one come in. This article showcases Dean's finished product. His "how to" article is also included in this month's issue and can be found on page 16. It has many photos and gives details on how to do the engine swap he writes about. A special thank you to Dean and his photographer for capturing this car's engine transformation from beginning to end. —Editor

FALCONS FOR SALE



1961 Falcon Ranchero, Wimbledon White, sporting red interior with newly upholstered tuck and roll Mustang bucket seats, Futura/Sprint door panels and console. It is powered by a Pro built 302cid, V8 with dual exhaust and a Center Force clutch, Tremek five-speed trans and Ford 9" limited slip rear end. This Ranchero is dependable, fun to drive and runs strong with a throaty exhaust note! I am asking \$17,500 OBO. Please call Michael Weaver, 831-236-9793 or email michaelweaver47@gmail.com with any questions or offers. Monterey, CA. 190717



1962 Falcon four-door Deluxe wagon North Carolina car with 72,702 miles. Six cylinder with .030" over; 250 cubic inch with Roush head, Webber two barrel carb; Dura-Spark ignition. Three-speed manual, alternator, 8" rear end, 25 mpg. Black with red metallic roof. Rust free. \$19,995 OBO. Phone 315-521-1671; email birosshop@yahoo.com. NY. 190714

1965 Futura convertible, 200/C4, older restoration, but runs and rides great, looks good. Rangoon red paint, with OEM black interior, lots of recent mechanical work and great cruiser; \$12,995. 1964 Futura convertible, 200/C-4, good runner, mechanically sound, Guardsman Blue, looks good with new driver quality paint, needs interior, \$9,995. 1964 Comet 202 four-door wagon project; 170 three-speed, neat options including interior light group plus the "M" gas cap.

\$3495. 1963 Falcon four-door Deluxe, project; 170 three-speed, OEM A/C, runs good, but has been sitting, floor rust, but complete, \$1,995. 1962 Falcon Sedan Delivery project, RARE. Later model 200, "big" 3.03 three-speed w/floor shift, LR ¼ damage, price includes two full L/R quarter panels \$2,995. 1951 Ford two-door sedan; Flathead V8, overdrive, rewired, lots of recent work, runs/drives good, needs paint/body work, some mechanical \$6,995. Call or email Lenny Kellogg at Kellogg's Garage: lenkellogg@lpbroadband.net or 970-593-1964 or visit us at www.kelloggsgarage.com. CO. 190821

1963 Falcon convertible minus engine, transmission, and rear end. V8 car, minimal rust. All or part with title. Call Steve 360-430-0143. WA. 190818



Rare Classic 1962 Ford Falcon two-door Station Wagon Street Rod. Rust free Colorado car. New paint inside and outside. New headliner, carpet, upholstery, and radio. Small block V8, Hurst floor shifter, five-lug 14" wheels, rechromed bumpers. It runs great and has good glass. \$13,000 or offer. Cash or bank transfer only. MN. 190729



1963 Futura convertible – Dependable ride; needs nothing! 170 three-speed. Stock. New interior and top. Painted from bare metal. New Clutch. Three-core radiator, larger sway bar, alternator, more. Email for pictures; it was in the April 1966 National Magazine, and two movies. \$20,000 OBO. Mark, 508-280-8046, wecamp1@comcast.net. MA. 190811



1963 Falcon Futura convertible, 302 fuel injected engine. Automatic overdrive transmission with heavy duty Kevlar clutches (rebuilt); eight inch positraction rear; 14" Cragar wheels with new tires, white top in perfect condition. All new: fuel tank, fuel pump and fuel lines, rear springs, air shocks and bushings, extra new white top, plus many new items too numerous to mention. Beautiful metallic maroon paint. Nice interior. \$25,000. Contact number 772-349-8898. FL. 190899



1963 Falcon Futura convertible, 115,000 miles. The 170ci now has a two-barrel Weber carburetor conversion and Clifford headers with a dual exhaust. Original four-speed on-the-floor transmission. The body was brought up to a very good standard and fresh two-stage Viking Blue color applied over the winter of 2017. The interior has been replaced with cloth seating for a very high level of comfort prior to my purchase in 2013. The top is in fair condition when up (rear window zipper is loose), perfect condition when down. Period correct four-bolt Indy aluminum slotted mag wheels with BF Goodrich radial tires. Fresh brakes with a new dual bowl master cylinder also added. All spare parts to make the car original are included in the sale as well as a spare rebuilt transmission still in the crate. \$21,500 OBO. Call or text Chris at 513-212-2842.

1964 Falcon Two Door Sedan. 408 Stroker, C6 automatic, Mustang II front end, 8.8 rear with coil overs. New interior, rechromed bumpers and grille. Body work done. I have most parts to put back together. \$12,000. Greg Faulkner, 662-750-4463 or himissgail@gmail.com. NORTH MS. 170711



Nice two-door 1964 Ford Falcon Futura with less than 10,000 miles on fresh rebuild of 200 six and Fordomatic. Original paint, newer interior, tires. Starts right up, runs strong. Misty Wells. Hudson Bend area. Contact me by email with any questions or offers, mistyawells@gmail.com. Asking \$9,200. TX. 190824

1965 Sprint, \$1000. 1964 Sprint convertible with salvage title, \$750. JL Branson; 4097 Hwy T; Marthasville, MO 63357; phone 636-228-4501; cell 636-357-8522; email jlwbanson@mail.win.org. 190807



1964 Futura convertible. White with Black Interior; 89 302 Mustang Roller. Ford A.O.D. transmission. Disc brakes. A/C. Five 2005 Mustang GT wheels. New shocks front, air in back. Custom trailer hitch. Three row aluminum radiator with two fans. New steering box. \$2,100. Stereo with Bluetooth. MSD ignition. Dual exhaust with headers. \$31,000. 505-250-9384. NM. 190712

—Continued on page 18

INSTALLING A FORD 2.8 V6 AND SROD FOUR-SPEED TRANSMISSION INTO A 1964 FALCON

BY DEAN ALEXANDER

I may be new to the Falcon scene, but I've been tinkering with cars since I was 12 years old. My first car was a 1952 Seafoam Green Ford Customline. It didn't run but that didn't matter. I would sit in it and play the radio and make believe I was Robert Mitchum delivering moonshine in "White Lightning."

Since then I've owned, worked on, and modified dozens of 1950s and 1960s Fords, Lincolns, Mercurys and Mustangs, but for some reason, never a Falcon. That all changed two years ago when I bought a friend's 1965 Falcon Sprint. I was in love, what great cars! Why had I wasted all this time with lesser cars?

I was hooked—style, class, good handling and affordable. With that in mind I started my search for a second Falcon. I spotted a 1964 Falcon Futura convertible on eBay. I was immediately drawn to it. The Futura trim, 170 six, floor shift manual transmission, bucket seats, floor console, power top and as a bonus, it was an export car, DSO 94 - 1517. The speedometer was in Kilometers and read 96,543 which converted to approximately 56K U.S. mileage—not bad for a 55-year-old car. It had the correct export brace and

as a convertible, it also had full length chassis braces.

At first I didn't mind it not being a 260 Sprint but the total lack of get-up-and-go soon had me thinking—engine swap. I considered dropping in an inline 200 six, as it would be an easy straight bolt-in exchange and by far the easiest way to get some zip. But that still seemed to be a "vanilla" choice with no pizzazz. Then I considered the often done 289, 302 or 5.0 swap, though something was missing; there was nothing in a V8 swap that hadn't been done hundreds of times over. Also, I had just purchased a set of 14" rims with RWL 205 R70 14 Goodrich tires and didn't want to have to scrap them because of the change to a five-bolt rear axle and front end. Finding a bolt-in eight-inch rear axle was proving to be hard to find and expensive. Then a revelation, why not a V6 and then I could keep the four-bolt setup? As the horsepower increase wasn't dramatic I could retain the original four-bolt running gear AND my rims and tires. A V6 swap was certainly different. I had not heard of any being done. It would be a for sure not a "run-of-the-mill" swap and would have that "Wow" effect. So why not?

Why not? Because as I found out it wasn't going to be easy. I couldn't find any information on a V6 swap happening in a Falcon. After much web searching, reading, and asking



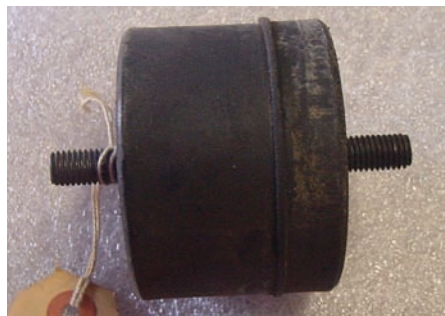
Crossmember mounting



Engine custom valve covers, top view



Engine custom valve covers, side view



TR7 engine mounts that I modified and used in my conversion.



Four-speed transmission showing the shifter location in the middle which is perfect for 1960s Falcons.

questions, I found an answer—the V6 2.8 swap into the Sunbeam Alpine. Key among them was to use a 1974–78 Mustang II, Pinto or Bobcat 2.8 V6. These are the only ones with carburetor, point and coil distributor, and the super important front sump oil pan.

It is your choice of either an automatic (certainly the easiest to do) or a manual transmission. I wanted to keep a manual tranny in my Falcon, so I located and purchased a good running 1974 Mustang II 2.8, complete from air cleaner to pan and all the front engine dress along with its SROD four-speed (three speeds plus overdrive fourth) transmission for \$400. These engines are plentiful and cheap. In fact I bought a second good running 2.8 for \$200 as a spare. The SROD is also known as the RAD or SR4 and was the four-speed used during these years with the V6. You can install a T5 transmission but you will need the correct bell housing adaptor which is available from Modern Drive Line (MDL) or a complete new bell housing from Quick Time. This is needed because in order to fit the V6 and later the 302 V8 into the 1974–78 platform the bell housing was reduced in diameter to clear the transmission tunnel which requires you to use the smaller flexplate for an automatic or flywheel for a manual set up and it was longer by about a full inch. Keep in mind, a T5 will put the shifter at the front edge

of your seats unless you swap in a S10 tailshaft.

Mine came with everything I needed so I used that as the basis of my swap. You will also need to have a new longer drive shaft along with a C4/T5/AOD slip yoke, I kept my OEM four-bolt rear so I had the yoke from my 1964 driveshaft installed onto my new drive shaft. Unless you don't mind the shifter by your seats you will need to locate an AMC SROD transmission. These were used on the 1970's AMC Spirit and have the shifter midway up the tail shaft and locate the shifter in the perfect location.

So, how was it done?

After I removed the original 170 six and Dagenham transmission and all the OEM clutch mechanism, I hung the engine/transmission assembly on the engine lift hovering above the engine bay in approximately the position I wanted it.

I fabricated two L-shaped brackets and installed them on each side of the engine using the existing mounting

—Continued on page 20

PARTS NEEDED:

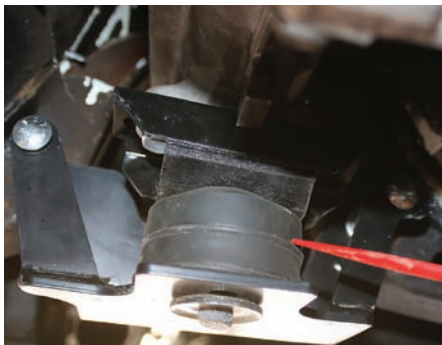
1. Two Triumph TR 7 motor mounts
2. MDL Falcon hydraulic clutch and internal TO bearing kit
3. MDL Falcon transmission mount
4. S10 transmission mount
5. AMC SROD transmission from a Spirit (optional)
6. 1974–78 or earlier 2.8 V6 preferably with transmission



Close up of the Falcon drivers side engine mount



Drivers side frame mount



S10 mount



Steering box clearance



Engine setback

CLASSIFIED ADVERTISING

—Continued from page 15



1963½ Falcon Sprint, black, 302 GT roller engine, Rousch heads, X303 roller cam, Tremec five-speed transmission, new restoration. Dakota digital instrument panel, MSD billet distributor, red interior, custom traction bars, too much to list. Front end damage from wreck but rebuildable. I have receipts for \$62,000. Make offer. 423-605-7794, petduffy@epbf.com. 190799

PARTS FOR SALE

1964 Falcon Sprint V8 chrome dress kit—starter and generator. 130 —135 compression on all cylinders, some blowby at oil fill. Three speed manual transmission. Needs only third gear synchronizer \$200 and \$100. Gettysburg PA. 190707

Parting 1960-65 Falcons. Good sheet metal, lots of trim, mechanical parts, etc. Call Steve, 360-430-0143. THX for driving a Falcon! WA. 190818

NOS. C4DZ-9275-A fuel tank sending unit, fits 1964/65 Falcon Sedan Delivery and station wagons with V8 and Rancheros, \$100. C2DE-8575-A 188 degree thermostat, \$15. C3DZ-4662-A Pinion bearing spaces, \$10. Speedometer drive gears, different ratios, \$20 each. C6OZ-14413-A glove compartment light and switch, may be aftermarket, \$35. C4DZ-2A635-D E-cable, \$100. C6DZ-15514-A backup lens, \$50. C0DZ-6421232-B lower door hinge spring, \$5. C2DZ-98549-A dash pot, \$30. All parts prices plus shipping. John Simone, 413-336-5307, Easthampton, MA. 190703



I am looking for a replacement of the broken shifter interlock washer shown on the right of the above photo. It is off an early, narrow pattern, T10 four speed gearbox. This has a center hole of 5/8th diameter. The washer on the left is a later, readily available washer for a wide pattern box but the center hole is much larger, probably 7/8th diameter. I would be grateful for any assistance. Nicholas Jackson, The Well House, Tudor Close, Pulborough, West Sussex, RH20 2EF UK. Nicholas.jackson@stjames.com. 190827

1968 Ranchero "Y" code running 390 engine and column shift C6 transmission with A/C, P/S, P/DB, exhaust, dash and cowl assembly. The Ranchero was cut off just behind the A pillar/door post. The C6 transmission mount is included. I do have the title, VIN #8K48Y215129, \$3,500. 1970 Boss 302 heads, cast #D0ZE 6090 A, \$1,600. 1970 351 Cleveland 4V closed chamber heads, cast #D0AE, \$800. 1971 351 Cleveland 4V closed chamber heads, cast # D1AE \$800. 1973 351C 4BL open chamber heads, cast #D3ZE; fresh, \$800. 351C 4BL Exhaust manifolds one pair, \$450. 1961 390 tri power set up, \$1,850. 1969 428 CJ motor, \$7,500. C4 B & M "breakaway" torque converter, \$300. 1965 289 Hi Po aluminum water pump, cast #C5AE-8505D, \$400. 1965 289, crankshaft, \$150; valve covers, \$60. 1966 289 heads cast #C6OE, date codes 5F10 & 5H17, \$200. 1967 289 heads, cast #C6AE, dates 7D18 & 7E2 \$200. 1967 289 exhaust manifolds, \$150. 347 stroker kit, \$1,200. 1968-70 428 CJ parts and 429 CJ parts. Keith Litteken, 314-480-2556 or kslitteken@aol.com. MO. 190704

PARTS FOR SALE: 1960-63 Falcon sedan "No-Mar" gas tank guard and NOS stainless steel gas cap, in original packaging, rare accessories, \$275 for the set; 1962-63 hood scoop excellent used condition, \$200. 1963 "deluxe" fender spears, three sets, \$75 to \$150 per set; 1962-63 fender top ornaments, restored, \$75-\$100 per pair. Two 1960-61

Comet dash clusters, nice chrome, original and complete, \$195 each; 1960-65 V8 motor mounts: frame mounts, bolts, "C" brackets and heat shields, \$200. Eight pieces: 1963-65 V8 exhaust manifolds, no cracks, \$150 per pair; five-bolt 14" stock Falcon/Fairlane wheels, \$50 each, a set of five for \$200; four-bolt 13" wheels, \$25 each, set of five for \$100. 1960-65 Falcon jacks, restorable, \$100 set of four pieces; 1960-65 four-door sedan doors, stripped or complete, no rust, \$100-\$200 each. 1960-67 station wagon tailgate cranks, good used condition, new keys, \$250-\$350; 1960-62 two-speed electric wiper change-over, complete, \$250; 1965 two-speed wiper conversion: wiring harness, switch/bezel motor/bracket, tested and working \$295. 1968-70 LR taillight surround, excellent used condition, \$95; 1968-70 taillight lens, excellent used condition, \$50; 1970½ Falcon/Torino parts: front bumper, excellent used condition, \$325; bumper brackets for the same, \$200; front bumper rock shield, three pieces, needs some work, \$125. L/R front fenders, near perfect, \$300 each; excellent hood, \$300; dash cluster, great shape, \$100. We have a 30+ year collection of Falcon and Comet parts; please call/email with your needs. Call or email Lenny Kellogg at Kellogg's Garage: lenkellogg@lpbroadband.net or 970-593-1964 or visit us at www.kelloggsgarage.com. CO. 190621

Don Branson's 35 year collection of good used parts for 1960-1969. Hoods, \$75, doors, \$75; grilles, \$150 to \$800; headlight buckets, transmissions, motors, radios, carburetors, interior and exterior chrome; seats, consoles, wheels, aluminum wheels; hubcaps, etc. Will sell the entire lot of parts for \$25,000 or a piece at a time. Parts from over 50 cars. JL Branson; 4097 Hwy T; Marthasville, MO 63357; phone 636-228-4501 or cell 636-357-8522; email jlwbranson@mail.win.org. 190807

PARTS WANTED

Rear bumper, brackets and bolts for a 1966 Econoline Pickup. Bill Vancos, Rhinelander, WI; 715-360-0400 or bvancos@yahoo.com. 190607

WANTED: 289 Hi Po San Jose built four-speed radiator; top tank is stamped:

C4ZE W-MO
G2 2-65

3939-S fuel pump. I am looking for Feb. 1965 date code. My car was built on March 24, 1965 at the San Jose, California plant. Carburetors for FE engines: part numbers on air horn C8AF-AD, C8OF-AB & C8OF-AA; also D0OF-S for 385 series engine. FE distributors: part numbers on housing C5AF-E, C5AF-F, C8OF-D, C8OF-F, C8OF-H, C8AF-AD, C7OF-F, C7OF-G, C7OZ-D, C2SF-B; also a distributor with C9ZF-12127-D for 385 series engine. The parts must be in excellent condition either used or NOS. Keith Litteken, 11394 Revere Ln., St. Louis MO. 63128-1416. 314-480-2556 or kslitteken@aol.com. MO. 190704

MISCELLANEOUS FOR SALE

Shop Manuals by Ford: 1960-63, \$34.95; 1964-68, \$49.95 each; 1969-70, \$59.95 each. 1963 Owners Manual, \$14.95. Part Interchange Manual, 1960-65 or 1963-70, \$39.95 each. Falcon 140 page Road Test book, 1960-70, \$19.95. Hardcover Falcon History book, \$39.95. Alex Voss, 4850 37th Ave. So., Seattle, WA 98118, 206-721-3077, Alex@books4cars.com. 180599

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INSTALLING A FORD 2.8 V6 AND SROD FOUR-SPEED TRANSMISSION

—Continued from page 17

holes. The brackets are six inches long by three inches tall and four inches wide. This would give me a lot of front-to-rear and side-to-side adjustment. The drag link and the front sway bar were the major definers of where the engine would sit. Luckily the engine position, as determined by the drag link to pan clearance, was ideal.

I obtained a pair of OEM 1964–65 260/289 frame mounts. Installing them in the stock position placed the engine too far forward so I installed them behind the shock tower. I turned them upside down, trimmed off a cast iron tab and by using the two outer holes in the shock tower—the two that are directly above and below each other—I installed them.

Using the cast-in horizontal holes, which are actually square, in the OEM frame mounts, I lowered the engine

into position, marked the hole location onto my “L” brackets and drilled them out so that the holes in my “L” brackets sit directly over the frame mount holes. My internet searching had turned up what turned out to be the perfect rubber biscuit motor mounts. I used a pair used on the Triumph TR7. These are a rubber cylinder which also turned out to be the correct height. This rubber mount has a threaded stud on each end.

I installed one end into the OEM frame mount hole and the other end went into the hole I drilled into my “L” bracket. The only modification to these was to square off the corners where they would sit down into the frame mounts. When this done they resembled the letter “D.” This was done so the rubber mounts would nest into the square casting of the OEM frame mounts. This setup located the engine approximately one inch to the rear of the draglink.

The next modification was to the tubular cross member that goes under

the engine and connects the two shock towers at the bottom. You will have to notch and flatten the drivers side top portion of the crossmember about an inch to an inch and a half to clear the starter motor. Once you do this you install the cross member onto the frame mounts using the long frame mount bolts and tighten them up. Word to the wise, do this before you put the weight of the engine onto the mounts.

The position of the engine as installed allows the driver's side exhaust manifold to clear the steering box with plenty of room to spare. The Alpine guys have a header that you may want to consider but I kept the OEM cast iron exhaust manifolds.

The stock alternator mount can be used as there is plenty of clearance for it. I'm not using power steering so I cannot speak for anyone wishing to maintain their power steering. The engine is far enough to the rear to allow plenty of clearance for my shrouded aluminum radiator and electric fan.

Now for the clutch

There was no way to hook up the OEM clutch setup to the 2.8 so I tried what I thought would be the easiest solution—a cable clutch kit.



Draglink clearance



Rims and tires



Falcon frame mount close up



Notch in crossmember



Passenger side frame mount

The Mustang II bell housing uses a lever to engage the clutch. With the cable clutch setup, the pedal pressure needed was so high I scraped it. Instead I used the hydraulic clutch set up and internal throw out bearing kit sold by MDL. They have a kit specifically for Falcons and it went in perfectly. It only took one day to install the under dash master cylinder linkage, the firewall mounted master cylinder and the hydraulic throw out bearing. The clutch pressure is minimal and the clutch feel is great. The only modification to the bell housing was to remove the lever and the actuating mechanism and drill a second hole in the housing for the hydraulic bleeder line.

Transmission installation

The transmission installation was pretty straight forward. I didn't want the shifter location to be between the bucket seats so I located a 1970's AMC Spirit SROD on eBay. I had my transmission shop install the AMC tailshaft onto my Mustang II transmission body. I had to do this rather than install the AMC transmission because the input shafts are different. As it turned out the AMC tailshaft located the shifter in



Transmission mount



Throttle cable



Bell housing hydraulic lines

the perfect position. I used the MDL transmission mount and the supplied S10 transmission mount. I had to install the MDL mount by using long studs to allow the mount to match the transmission mount location on the AMC tail shaft which is approximately three to four inches forward of the stock location.

Note: the MDL mount comes with a long tab for mounting the E brake. It's not used on the Falcon and you will need to cut it off for it to fit.

Fit and Finish

My car had the Dagenham transmission which uses a side shifter. If you have a similar set up you will end up with a giant "L" shaped hole in the transmission tunnel. To solve this I used a sheet of aluminum to fill in the opening. Using a cardboard template I cut and bent the aluminum into the correct configuration and pop-riveted it into place. The OEM carpet was molded to fit the side mount hump so I cut and trimmed the carpet so it would lay flat against my new transmission tunnel.

You will need to do the usual things like a run a cable throttle cable and



Transmission tunnel



Coil mount

hook up your gauges. Actually the hardest part of this entire swap was finding radiator hoses. My aluminum radiator came with two-inch outlets so I spent an afternoon at a hot-rod friendly O'Reillys searching for radiator hoses that I could use.

The end result

The car drives and handles great. The shifting is like glass—plenty of power over the stock 170 but not enough to over-tax the four-bolt rear axle. The shifter is perfectly located and unless you knew it you would think everything was factory. I finished the engine off with a pair of custom valve covers. You can get these in various colors or in cast aluminum finish with your lettering from a gentleman in Ireland. I got mine in 2½ weeks for about \$275 including express shipping. You can view them at john@jrcast.com.

Paul at Modern Driveline provided a wealth of info and I found them to be extremely knowledgeable about our Falcons. You can contact Paul at paul@modern driveline.com.

—Dean Alexander (FCA #16550)
Placitas, New Mexico



Statistics, The Army and Ford Cars

Part 1: Robert McNamara and the Whiz Kids transform Ford Motor Company with a new approach to harnessing data.

The science of statistics was an unknown entity, or at the least something not widely used before World War II. U.S. businesses kept ledgers but use of statistical analysis by management was rare and the idea of using statistical modeling to drive business decisions was extremely radical. Before America entered the war, a few military planners recognized that the complications of this war presented unprecedented challenges that would certainly demand new techniques.

One of those most influential of those planners was Assistant Secretary of War Robert Lovett. In 1939 he was impressed by the work of a 26-year-old statistician in the Department of the Interior named Charles “Tex” Thornton. Thornton was not the “stereotypical introverted egghead,” but an ambitious business student. Lovett and Tex shared a desire to bring facts and statistical rigor to the disorganized military and Tex impressed Lovett with his confidence and ambition. Recognizing his talents, Lovett arranged for Thornton to be commissioned into the U.S. Army Air Corps and assigned him to establish and lead a new organization called Statistical Control. Its mission would be to measure and analyze the mountains of data involved in the coming global air war, devise recommendations, and present them to an often skeptical general staff.

Lovett said, “Tex didn’t invent statistical methods and the Air Force and its personnel were already aware of the need for them; they just hadn’t found a way to institutionalize better accountability in decision making.”

To find qualified recruits, Thornton enlisted the aid of a then-struggling Harvard Business School to develop and teach an intensive eight-week course in statistical analysis and scientific business management for young officers. One of the program’s

instructors was a young professor named Robert McNamara. Following an undergraduate degree in economics with minors in mathematics and philosophy from the University of California–Berkeley, McNamara earned an MBA from Harvard in 1939. While he was celebrating his Harvard graduation backpacking around Europe, Hitler invaded Poland. McNamara stopped at a train station in Berlin and asked for a ticket to Italy. “Don’t you know there’s a war on?” he was asked. He didn’t. He would later joke that a future Secretary of Defense was in the middle of the enemy’s capitol at the start of the greatest war of the 20th century without even knowing it.

McNamara began teaching Thornton’s program in May 1942, but less than a year later was commissioned as a captain in the Army Air Forces and assigned to Thornton’s command. Thornton was charged with building a department of statistical control to collect data on aerial warfare in Europe and the Pacific and needed to find scenarios where the Air Force could submit ideas to the military chief of staff. For this, he needed a program in statistical analysis for his team and

people to accomplish the task. Thornton believed McNamara was the person to run it.

Before Tex took over Statistical Control, numbers were guessed at and assumptions were rarely questioned in the Air Force. No one even knew how many personnel were serving. Stat Control sent men out to count the number of planes in each hangar and the number of spare parts available at each airfield. The number of bombs that could be delivered to a target per gallon of fuel per plane type were calculated and contrasted. Knowledge is power and Tex’s team quickly earned the power; they were able to enforce high-level decisions based on facts and analyses that no one else had. Their recommendations were sometimes at odds with the Army’s conventional wisdom. But they were seldom wrong from the standpoint of military efficiency. They saved the U.S. billions of dollars in bombs, ammunition, supplies, and fuel. By creating an inventory of spare parts at each base, they could easily match the demand for spare parts with the nearest supply,—saving \$3.6 billion in 1943 alone. Tex’s team also likely helped bring a close to World War II



A group of former U.S. Army Air Force officers nicknamed the “Whiz Kids” helped remake Ford into a modern company. They are pictured here on the front row. (“The Ford Century” photo)

faster, saving potentially lost Allied lives. In one major success at the end of the war, they proved that the newer B-29 bombers could drop as many bombs over Japan in a quarter of the flying hours than the B-17s and B-24s that were being deployed from Europe. The Air Force listened and adjusted its bomber deployments.

Thornton's group had no ambition to remain in the Army after the war. During the war, their efforts had been tolerated as they benefited the war effort, but captains and majors who make a habit of contradicting generals seldom have fulfilling careers in a peacetime army. There was far more money to be made in private industry. Lt. Colonel Robert McNamara had planned to return to Harvard after his stint in the military as teaching statistics was his first love. However, in a bizarre twist of coincidence, he and his wife Margaret contracted polio. Tex Thornton persuaded him to consider a new, higher-paying career in the private sector to help with the family hospital bills.

Thornton had seen an article in *LIFE* about the financial crisis at Ford Motor Company. In late 1945, he, McNamara, and eight of their

colleagues sent a telegram to Henry Ford II, boldly claiming that they could save his company. Henry II had recently inherited his grandfather's auto company, which was in desperate straits. The elder Ford had surrounded himself with sycophants and anyone who dared tell him anything other than what he wanted to hear usually paid dearly—especially accountants and bookkeepers whom Henry Ford detested.

By the time the elder Ford was finally persuaded to retire in September 1945, basic financial questions—how much the company was earning, how much it owed, and how much it was spending to build each car—were largely a matter of guesswork. Ford lost \$60 million in the first eight months of 1946 and they didn't have the financial or accounting structures in place to even know it.

Henry Ford II knew he needed help, so he hired Thornton's entire group at handsome salaries. The "Whiz Kids," as they became known, were subordinate, at least at first, to a crop of Detroit veterans like executive vice president Ernest R. Breech. This group would have a strong influence on the company's future.

In sharp contrast to the previous generation of auto industry magnates, most of the Whiz Kids had little if any interest in cars. The Whiz Kids were the first of an emerging philosophical movement in the business world that held that "processes are far more important than products." They didn't always care about the product that Ford was making; to them, Ford was a merely a collection of statistics. This was all a huge shift for Ford Motor Company, which had been dominated throughout most of its history by its founder's deeply held convictions about how cars should be designed and built, even when that approach was not the cheapest or easiest route.

These new guys made decisions based on facts instead of intuition, possibly due to the fact they had little industry knowledge. To them, Ford was a collection of statistics. The Whiz Kids invented a world where all decisions could be made based on numbers—an ideal that is still taught by many MBA programs and consulting firms today. They found power and comfort in assigning values to what could be quantified and deliberately ignoring everything else.

—Continued on page 24

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Statistics, The Army and Ford Cars

—Continued from page 23

Until the Whiz Kids, the only financial statement available at Ford was their cash statement provided by their bank. The Kids delivered the first cash forecast, production schedules, capital budgets, and organization chart. When he was managing a small company, founder Henry Ford despised organization charts, but as Ford grew they became a necessity.

Over the next decade, the Whiz Kids under the leadership of Ernest Breech, played an important role in transforming Ford's inner workings, instituting modern financial controls, developing the company's first real system of internal audits, and bringing order to production planning and cash-flow management. Ford's new decentralized profit center structure created greater accountability to ensure quality control production methods were being observed.

Unprofitable operations were put on the block—a soybean venture, several of Henry Ford's Village Industries, and a Brazilian rubber plant. The company put their new capital into opening new plants and investing in their first automated machines and computers. In 1946, Ford Motor had lost \$85 million within eight months—a stunning amount for the day. After their reorganization, in 1947 their earnings were more than \$64 million. Profit continued to soar to \$94 million in 1948 and, after introducing their redesigned 1949 Ford, profits were more than \$258 million in 1950.

The Kids pushed Ford too far in the direction of management-by-numbers. If an investment couldn't be proven to add immediate profits to the bottom line, it was voted against. Unfortunately, sophisticated models for quantifying customer loyalty and the value of new equipment and quality were not available to them. McNamara tried to quantify quality for a short time, but gave up when the factory workers easily found ways to rig the system. Ford cars would leave the lot and break down quickly. The paint jobs were low quality because the painting equipment hadn't

been replaced in years. The Whiz Kids didn't look far enough ahead with their cost-cutting calculations and forgot two important statistics—customer satisfaction and innovation edge verses manufacturing costs.

Among the other most notable members of the Whiz Kids, Arjay Miller became President of Ford and later the dean of Stanford's Business School. J. Edward Lundy recruited and trained thousands of MBAs as Ford's CFO from 1967 to 1979. Lundy's relentless perfectionism in presentations foreshadowed today's polished PowerPoint's.

In 1958, McNamara played a key role in the launch of the second-generation Thunderbird, a new four-seater model that was tweaked from the original. In Detroit, where the car was being manufactured, nobody believed it could work in the market. But McNamara was convinced there was a niche for a comfortable and spacious car aimed at young couples with children. This was based on statistical analyses of the living standards and consumption habits of this consumer base, the car's cost per unit, and the way the automobile industry was organized at the time. Resource allocations would be marginal and the model would not need a dedicated sales network and scores of engineers.

But that wasn't McNamara's biggest feat. He made data calculations that showed there was room on the U.S. market for a compact, fuel-efficient automobile that didn't have unnecessary

options. This was considered sacrilege in the U.S. as manufacturers only produced large cars back then.

McNamara's reasoning was simple. A compact car would be inexpensive to build and could sell in large numbers since it didn't require huge industrial investment. Consumers at the time were tightening their transportation budgets. And that's how the Ford Falcon was born in 1960. The model marked the peak of McNamara's data-driven approach. Ford sold 435,000 Falcon cars in its first year representing a quarter of the company's total turnover.



Robert McNamara and Henry Ford II in 1960 ("The Ford Century" photo)

Robert McNamara	
1916	Born June 9
1937	Graduated, University of California (Berkeley)
1939	Graduated, Harvard Business School
1943	Entered Army Air Force as Captain
1946	Left Army as Lieutenant Colonel
1946	Hired at Ford Motor Company
1953	Named Assistant General Manager of Ford Division
1955	Named General Manager of Ford Division
1957	Named Vice President and Group Executive—car and truck
1960	Named president of Ford Motor in November
1960	Resigned from Ford in December to become U.S. Secretary of Defense
1968	President of World Bank
2009	Died of natural causes on July 6

In late 1959, Ford Motor Company released the Falcon—the smallest car it had sold in the U.S. since the 1930s. The little gem proved to be the most successful of a new breed of compact cars. It is credited with giving birth to many spin-offs and derivatives.

Mr. McNamara drew up the specs for the Falcon on the back of a church program during Sunday worship. It was 1957, the year Ford introduced its midsize Edsel line in the midst of a recession. The Edsel sat on lots while smaller cars like the VW Beetle and the AMC Rambler sold well.

Mr. McNamara wondered why Americans needed such big cars. “Housewives running errands didn’t need a 4,000-pound car,” he reasoned. Smaller cars could save a thousand pounds of costs in materials and would

also burn less fuel—something no one much focused on in 1957.

He showed the numbers to another top executive, Donald Frey. In *The Reckoning*, David Halberstam’s 1986 book about the American automobile industry and its troubles, he wrote that Mr. Frey responded, “Bob, you’ve got everything down except what kind of car you want.” “What do you mean?” McNamara asked. “Do you want a soft car, a hot, sexy car, a comfortable car, a car for the young, or a car for the middle class? Whose car is it, what does it feel like?”

The new 1960 Falcon was McNamara’s sort of automobile—an inexpensive means of family transportation. The Falcon would prove to be one of the single most important Ford cars ever made. Its cheaper, lighter,

simpler platform eventually led to an even bigger profit-producing car—the Mustang.

The Whiz Kids’ approach would ultimately cause a drop in quality and innovativeness of American cars, opening the door to the Japanese invasion. The Whiz Kids’ doctrine is also arguably responsible for America’s continued involvement in the Vietnam War in 1965. They had many of the right ideas. They brought analytical discipline to the military and an American business model that desperately needed it, but they inadvertently swung the pendulum too far.

NEXT UP: When the Falcon was introduced in 1960, it marked a critical point in a conflict between two different philosophies of management and two very different men—Robert McNamara and Lido “Lee” Iacocca.

Sources: “The Ford Century” By Ford Motor Company
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wheels.blogs.nytimes.com/2009/07/.../mcnamara-the-father-of-the-ford-falcon/
amnesta.net/other/whizKids/
“The Whiz Kids: Ten Founding Fathers...Until the Whiz Kids” By Robert Byrne
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Meeting info posted on Facebook page.

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HEART OF TEXAS CHAPTER DALLAS/FORT WORTH

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If you are interested in starting a new chapter or re-starting an inactive chapter, please contact Mary Wagner, FCA Chapter Coordinator at fcamary@baldwinpines.com or the Regional Director listed for your area. They will help you start to create your own Falcon Family.

Then and Now — Double Take



In 2000, Keystone Chapter members attempted to reproduce a picture from 1965 at a Keller Brothers dealership. Bruce Wolfe submitted the photo and explained, "The only car in the picture that was the same as the 1985 picture was Frank Servas' white 1965 Falcon four-door Futura. All the other vehicles were very similar to the cars in the original 1965 picture. We used a black 1964 Falcon Sprint instead of a white one, a 1962 Falcon wagon instead of a 1960 or 1961, a 1947 coupe in place of a 1941 Ford two-door sedan, and a 1955 Crown Victoria in place of the 1956 hardtop. A Ford roll back truck was placed in the background to block the newer cars behind the dealership."

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Please send magazine comments/ suggestions to editor@falconclub.com.

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When submitting your ad, include your name, location and FCA number. Please try to limit your ad to 50 words. Ads may be edited.

Ads will run for minimum of two months. After initial placement, ads must be resubmitted monthly. No phone calls or faxes are accepted for ads. Ads must be received by the 20th of the month, two months before publication month (For example, May 20 is the deadline for the July issue).

FCA members receive two free ads per issue with one free photo for inclusion in "Cars for Sale" section. Your Falcon number must be included to be eligible for your free ad. Additional ads are \$10 each or \$20 with your photo included.

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Ads and photos sent by mail with payments may be sent to: Janet Wilkerson, FCA Editor
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Bob and Priscilla Morris (FCA #9486), members of the Founders Chapter, are the owners of this 1963 Falcon Futura convertible. Its color is the original Ragoon Red and its interior is the original color of red vinyl and red carpet. The four-speed transmission propels the 289 motor right along with ease. Bob chose this model 15 years ago a reminder of his first Falcon, a 1963 hardtop, that he and Priscilla purchased as they started their marriage 52 years ago.

The location for the photos is the Roundtop Filling Station in Sherwood, Arkansas on Highway 161 and Roundtop Road. This station was built in 1936 and rebuilt in 2014 due to a fire. The station can also be seen in "The Last Ride", a movie about the last days of Hank Williams. The Roundtop Filling Station is listed in the National Register of Historic Places.